# Certificate

# AI Marketing Manager

We confirm that:

Michèle Johnson

has finished our program successfully and aquired the following skills:

- Created on-brand visuals to support campaigns
- Automated parts of the marketing process with AI-driven tools
- Engineered AI personas and customer journeys based on data-driven insights
- Used AI to generate and evaluate creative ideas and campaign concepts
- Built intelligent briefing structures and content templates
- Measured marketing performance using AI-augmented analytics
- Applied AI strategies for planning and producing campaign content

28 Jan 2026

Date

**Kiki Wöhl**

Managing Director

DECAID Academy E-Learning GmbH

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Certificate ID